



ACCP STRATEGIC PLAN 2011-2012

Executive Summary

The *ACCP Strategic Plan 2011-2012* builds on our strategic plan from last year in several key ways. First, an updated vision statement reflects our commitment to eliminating disparities in health care. Second, this streamlined plan focuses on a few critical goals for the ACCP as a whole, and, third, for the first time, the College articulates its core values—the foundation for how we achieve our mission and vision. The *ACCP Strategic Plan 2011-2012* also includes ambitious and forward-looking strategies to achieve identified goals, along with metrics to rigorously track our progress along the way. The CHEST Foundation plays a prominent role, as well, by, for example, increasing public awareness through its OneBreath™ campaign.

Our Mission and Vision

Why the ACCP exists and what the College aspires to be.

Mission: To promote the prevention, diagnosis, and treatment of chest diseases through education, communication, and research.

Vision: As the global leader in providing education in cardiopulmonary, critical care, and sleep medicine, the ACCP will promote diversity to optimize health, advance patient care, and support research while fostering health equity.

Our Goals

How the ACCP will realize its vision.

Goal #1: Continue to implement a new association management system (AMS).

Improving our technology infrastructure, including integrating and implementing a new AMS, is key to moving the College forward in all areas.

Goal #2: Maintain a strong and diverse financial base.

Sound financial planning, along with identifying and securing alternative revenue sources, is integral to supporting ACCP efforts.

Goal #3: Maintain and diversify our successful programs (eg, AQUIRE, simulation, development of education products).

Providing the best clinical education in chest medicine necessitates expanding and diversifying existing ACCP programs, such as AQUIRE, simulation, and the development of education products.

Goal #4: Grow ACCP membership in various ways, such as expanding categories for international, fellows-in-training, nonphysician providers, and others.

Targeting key segments for membership growth, as well as implementing alternative membership models and policies enhances the inclusiveness, efficiency, and financial position of the ACCP.

Goal #5: Increase public awareness/branding of the ACCP.

The ACCP strengthens its impact by forging new partnerships with health-care and other societies, as well as by reaching out to the public through the OneBreath™ campaign.

Goal #6: Ensure that the ACCP leadership structure is strategically aligned to advance College priorities.

Exceptional goals demand exceptional leadership. The College will continuously develop its current and future leaders to meet identified organizational needs.

Our Core Values

The foundation for how the ACCP achieves its mission and vision. The organizational culture that we aspire to and how we treat one another and our constituents.

Collegiality: We foster collegiality between and among members and staff in all ACCP activities.

Innovation: We cultivate innovation through an atmosphere of creativity, optimism, and empowerment.

Transparency: We promote transparency by ensuring access to appropriate and accurate information for members, staff, other stakeholders, and interested members of the public.

Diversity: We promote diversity of background, expertise, and other needed resources at all levels of the ACCP.

Excellence: We strive for the highest standards in everything that we do.

Integrity: We treat members, staff, and other stakeholders with integrity by accepting responsibility for our actions, being truthful, and following through with commitments.

Results-Oriented: We are results-oriented. We measure our progress toward the ACCP mission and vision, as well as evaluate the performance of our programs and services.